



**Five stars** for business

**htc**  
quietly brilliant

## A bit about us.

We started HTC back in 1997 with a handful of visionaries in a windowless office. Humble beginnings...

But we all shared one dream and we still do: we wanted to create amazing phones that delivered for business. Phones with the kind of technology that's actually really intuitive and really useful. The kind of technology people need to fit into their life and their business.

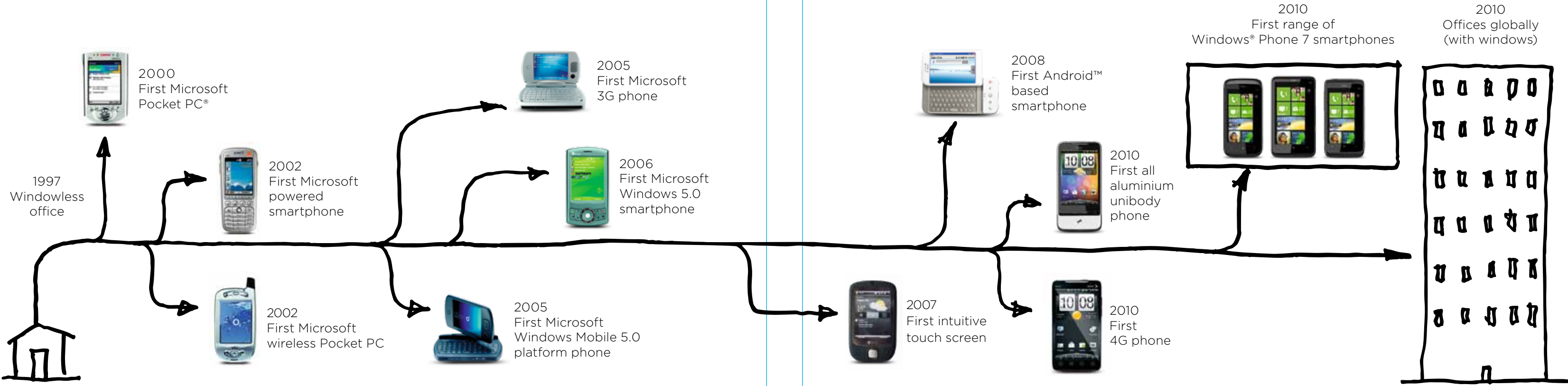
In fact HTC stands for High Tech Corporation. We thought that summed up what we were all about.

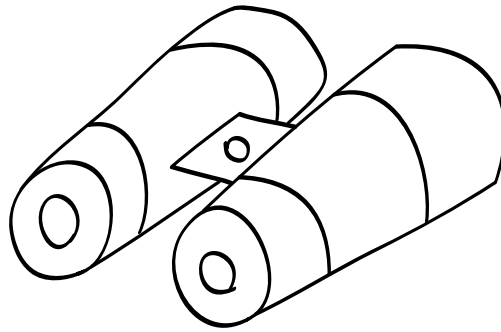
And back then we knew technology was the future, which is why we started working really closely with companies like Microsoft® and Google™. And together we've come up with some pretty innovative ideas.



We've been at the forefront of technology since our beginning.  
It's the best place to be. That goes for business too.

A history of firsts.





## So what's next?

The story doesn't end there. Since 2008 we've made more Android™ phones than anyone else.

With handsets like the HTC Desire and HTC Wildfire launching in 2010 we've got more recognition with technology advancement. And won awards for it.

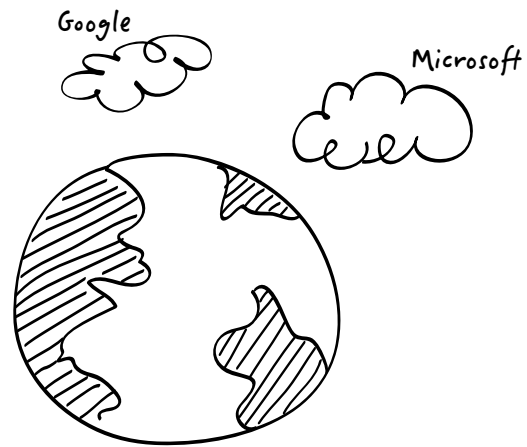
Later in 2010 we launched a supercharged version of HTC Sense on the HTC Desire HD and HTC Desire Z, plus a range of new Windows® Phone 7 handsets. And in 2011 we continue to bring the very best next generation handsets with the HTC Desire S, HTC Wildfire S, HTC Incredible S and our very first tablet, the HTC Flyer.

We'll carry on making things even better because that's what we love to do and what we do best.

So watch this space...



HTC – **Five stars** for business ★ ★ ★ ★ ★



## Our world has changed. Radically.

We know business is a tough place and we understand the challenges you are facing.

There are lots of big questions.  
(And lots of big complicated issues).

Office phones are being replaced by mobiles.

Everything is getting outsourced to the cloud.

The questions never seem to end...

“Which handsets? Which platform? Which applications?”

“Can people use their own phones as business phones?”

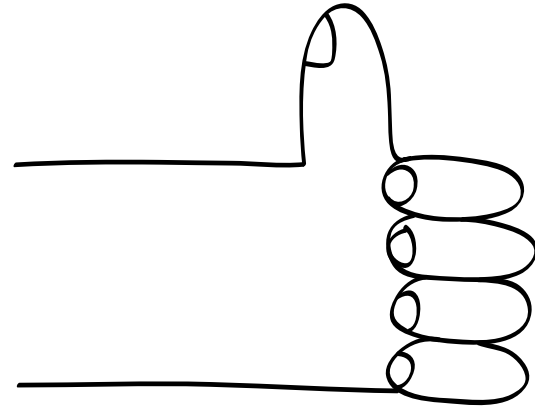
“Can I combine my phone, laptop and everything else?”

“Can I make my business applications mobile  
(they’ve already cost me a lot...)?”

And these are just the tip of the iceberg.

Which all means you need a lot of answers.

We think five should do it.



Five star **devices** ★ ★ ★ ★ ★

## Some of the current crop.

Of course we really like them, but so do the people who write reviews in technology magazines. And so do the people who give out awards.

We think you'll find they work for you too.

Android



**HTC Desire Z**



**HTC Desire HD**



**HTC Desire S**



**HTC Wildfire S**



**HTC Incredible S**



**HTC Sensation**



**HTC Flyer**

When activating the qwerty keyboard on the HTC Desire Z the screen automatically turns landscape.



Windows Phone 7



HTC 7 Mozart



HTC HD7



HTC 7 Trophy



HTC 7 Pro

Businesses have different problems.

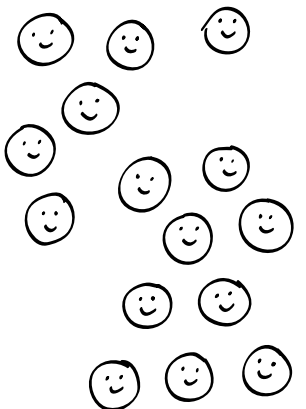
We think that means they  
need different solutions.

We've never wanted to put all our eggs in one basket,  
and we don't want you to either.

So we've got an unrivalled range of handsets, all with  
different specifications and features, all designed to deal  
with the different needs of different businesses.

They're well designed, robustly built and have great  
usability and performance through our dedication  
to innovation.

Which means you can choose well built, efficient phones  
that deliver everything your business needs.



## We like innovation.

You can't survive in the mobile and technology industries if you don't understand that innovation is at the heart of everything.

It's something we always knew. Innovation gives you the edge in business making you more efficient, more responsive, and ultimately more competitive.

Phones you can wipe or re-route remotely, turn over to silence. Even make them ring on silent. Everyday bonuses.

And it's why we're always asking questions and looking for new answers.

Design  
Build quality  
+ Performance  
= Better

We want to create the best possible handsets and for business that means no compromise. From software to hardware to user interfaces we want to excel.

Super-solid aluminium uni-bodies that last the business contract with ease.

Clickable optical mouse that reduces return rates and downtime.

The latest chip technology giving improved data exchange, enhanced graphics, smoother video capture and playback, all with lower power consumption. This ensures faster and more enjoyable browser, mobile internet and multi-media experiences – great all round for the business user that expects a higher level of performance.

We're always striving to make things better.



## An impressive range.

Different users work in different ways so why restrict them to a handset they feel awkward with.

Why offer the same device across your business when you can give choice? After all we know one size doesn't fit all.

We've got more Android and Windows Phone devices than anyone else so we've got different users covered.

When it comes to common platforms and strategies, choice is no more complicated, or costly.

## User interfaces you already know how to use.

One of our favourite words is intuitive. That feeling you get when things work the way they should. When you can just get it.

So the user interface is a really big focus for us. It's the difference between a handset that's useful and one that's amazing...

HTC Sense makes it easy to use applications and advanced search, makes wireless working and web browsing a doddle.

It means you not only get more things done quicker, you actually enjoy doing them. And you're mobile.

And now HTC Sense has gone on-line - with HTCSense.com you can lock the phone, forward calls and texts and even wipe sensitive data remotely.



## So which ones are which?

Here's our comparison table so you can see which handsets would be best for you...

Android



HTC Desire HD



HTC Desire Z



HTC Desire S



HTC Wildfire S

Device management, back up, control & security <sup>(1)</sup>	HTC Sync (back-up, restore & PIM sync), HTC Sense.com, EAS and 3rd-party tools			
Email & PIM <sup>(2)</sup>	Sense 2.0 <sup>(4)</sup> email & PIM enhancements <sup>(5)</sup>		Sense 2.1 <sup>(4)</sup> email & PIM enhancements <sup>(5)</sup>	
Applications & distribution	Installation from Android Market™ or certify and deploy own applications in-house			
Office documents & document sharing	Quickoffice – create, read and edit Microsoft Office documents, Adobe pdf viewer			
Development tools, platforms & integration	Open source development platform with Android SDK (Java based) for deeper, more flexible integration of business applications			
Search	Search Anywhere, web search			
Wireless working	USB, Bluetooth, WiFi, GPS, WiFi router (up to 8 laptops) <sup>(6)</sup>			
Customisation	Sense 2.0, Open Sense SDK, HTC Sense.com		Sense 2.1, Open Sense SDK, HTC Sense.com	
Maps, location & navigation	HTC Locations, navigation & upgrade options, Google Maps™ with free turn by turn voice guided navigation & downloadable options, Footprints, Car Panel			
Accessories	Headsets & hands-free, screen protectors, power, charger & battery bank options, car upgrade kit, leather cases, desktop cradles, impact resistant & ruggedised cases for selected devices & capacitive stylus options			
Blue collar & out of office <sup>(8) (10)</sup>	Ruggedised & TPU cases, HTC Media Link	Ruggedised & hardshell cases, HTC Media Link	Ruggedised, TPU & hardshell cases, HTC Media Link	TPU & hardshell cases



HTC Incredible S



HTC Sensation



HTC Flyer

Device management, back up, control & security <sup>(1)</sup>	HTC Sync (back-up, restore & PIM sync), HTC Sense.com, EAS and 3rd-party tools		HTC Sync, HTC Sense.com, EAS, Evernote <sup>(9)</sup> and 3rd-party tools
Email & PIM <sup>(2)</sup>	Sense 2.1 <sup>(4)</sup> email & PIM enhancements	Sense 3.0 <sup>(4)</sup> email & PIM enhancements	HTC Sense for Tablets <sup>(5)</sup> , email & PIM enhancements
Applications & distribution	Installation from Android Market or certify and deploy own applications in-house		
Office documents & document sharing	Quickoffice – create, read and edit Microsoft Office documents, Adobe pdf viewer	Polaris Office – create, read and edit Microsoft Office documents; Adobe pdf viewer	
Development tools, platforms & integration	Open source development platform with Android SDK (Java based) for deeper, more flexible integration of business applications		
Search	Search Anywhere, web search		
Wireless working	USB, Bluetooth, WiFi, GPS, WiFi router (for up to 8 laptops) <sup>(6)</sup>		USB, Bluetooth, WiFi, GPS, WiFi router (for up to 8 laptops), wireless printing <sup>(6)</sup>
Customisation	Sense 2.1, Open Sense SDK, HTC Sense.com	Sense 3.0, Open Sense SDK, HTC Sense.com	HTC Sense for Tablets, Open Sense SDK, HTC Sense.com
Maps, location & navigation	HTC Locations, navigation & upgrade options, Google Maps™ with free turn by turn voice guided navigation & downloadable options, Footprints, Car Panel		
Accessories	Headsets & hands-free, screen protectors, power, charger & battery bank options, car upgrade kit, leather cases, desktop cradles, impact resistant & ruggedised cases for selected devices & capacitive stylus options		Headsets, screen & privacy screen protectors, power & charger options, leather cases, docking station, HTC Scribe Technology (in box) <sup>(9)</sup>
Blue collar & out of office <sup>(8) (10)</sup>	TPU & hardshell cases, HTC Media Link	Ruggedised, TPU & hardshell cases, HTC Media Link & MHL adaptor <sup>(11)</sup>	

Windows Phone 7



Device management, back up, control & security <sup>(1)</sup>	EAS, Zune® PC companion, SharePoint® 2010 and Microsoft Live Services (SkyDrive®, MyPhone)			
Email & PIM <sup>(2)</sup>	Integrated into operating system experience			
Applications & distribution	Exclusively installed from Windows Phone Marketplace®			
Office documents & document sharing	Fully integrated Office Hub with original Mobile Office 2010 experience – create, read, edit Office docs (Word®, Excel® & PowerPoint®) and share using SharePoint 2010. Take advanced notes with OneNote® and synchronise using SharePoint 2010			
Development tools, platforms & integration	Support a variety of development tools and platforms including Visual Studio®, Expression Blend®, Silverlight®, XNA® for high quality, graphically rich applications			
Search	Bing™ web search, integrated on and off-board search, location based			
Wireless working	USB, Bluetooth, WiFi, GPS			
Customisation	Customisation by Microsoft			
Maps, location & navigation	Bing maps, location based with car and pedestrian alternatives & downloadable options			
Accessories	Headsets & hands-free, screen protectors, power, charger & battery bank options, car upgrade kit, leather cases, impact resistant cases for selected devices & capacitive stylus options			
Blue collar & out of office <sup>(8) (10)</sup>	Ruggedised case	Ruggedised & TPU cases	—	—

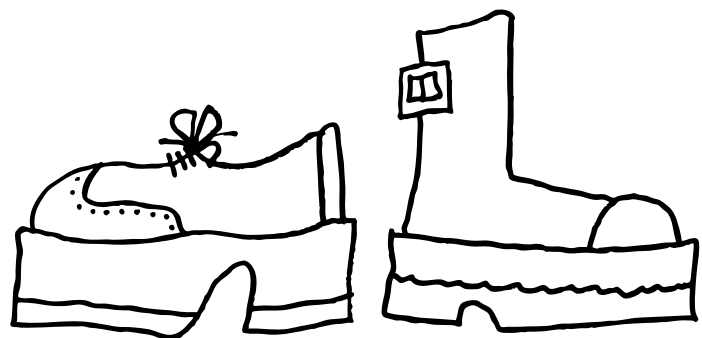
(1) Microsoft ActiveSync® (MAS) and Windows Mobile Device Centre (WMDC) for PC sync and back-up, Exchange ActiveSync® (EAS) policy support varies across device platforms, System Center Configuration Manager (SCCM) for Windows Phone 6.5 devices.  
(2) All platforms support email on Exchange, POP, APOP, IMAP.  
(3) HTC Sense includes global address list (GAL) look-up, out of office message setting, folder support, flag setting, many additional email, contacts & calendar policy enhancements & security policy compliance including SSL data encryption, local and remote lock and wipe options & complex device password policy support options.  
(4) Sense 2.0, 2.1 & 3.0 includes HTCSense.com, all Sense features in (3) and additional enhancements including email features (unified inbox, multi-selector, seamless download and compose button) and HTC Fast Boot for getting things done quicker.

Windows Phone 6.5



Device management, back up, control & security <sup>(1)</sup>	MAS, WMDC, EAS, SCCM, 3rd party tools and Microsoft Live Services (MyPhone)		
Email & PIM <sup>(2)</sup>	Sense 1.0 enhancements	Sense 1.1 enhancements	
Applications & distribution	Installation from Windows Phone Marketplace, certify and deploy own applications in-house, extended package from HTC <sup>(6)</sup>		
Office documents & document sharing	Original Mobile Office included with 2010 upgrade available free of charge from Marketplace		
Development tools, platforms & integration	Support a variety of development tools and platforms including Visual Studio & Compact.NET for businesses that have traditionally used these tools for business applications		
Search	Full device search & filter, web search		
Wireless working	USB, Bluetooth, WiFi, GPS	USB, Bluetooth, WiFi, GPS WiFi router (up to 6 laptops)	
Customisation	Sense 1.0, extended package <sup>(7)</sup>	Sense 1.1, extended package	
Maps, location & navigation	Google Maps™ with free turn by turn directions & downloadable options, Footprints & car panel (HD2 only)		
Accessories	Headsets & hands-free, screen protectors, power, charger & battery bank options, car upgrade kit, leather cases, impact resistant & ruggedised cases for selected devices & capacitive stylus options		
Blue collar & out of office <sup>(8) (10)</sup>	-	Ruggedised case options, extended battery	TPU case

(5) Sense for Tablets optimised with landscape mode, additional 3D graphical enhancements, stylus interaction, Flash 10 and HTML 5 support.  
(6) These devices support hspa+ and 802.11n for fastest mobile internet and browsing.  
(7) Extended package - provides additional customisation and application integration as an 'extended package' to the base ROM software. On selected devices. Restrictions apply.  
(8) Thermoplastic Urethane (TPU) cases.  
(9) HTC Scribe Technology – a ground-breaking pen experience for advanced note-taking, signature capture, note and audio tracking with Timemark, and full cross-application integration. Notes can be synchronised with Evernote, a Cloud-based notes application and service.  
(10) HTC Media Link - DLNA adaptor for streaming content from the device to a non-DLNA TV screen.  
(11) MHL adaptor provides HDMI output for sharing content from the device to other HDMI compatible devices (e.g. projectors or TV screens).



Five star platforms ★ ★ ★ ★ ★

## Different platforms. For different businesses.

One size doesn't fit all. So we've got lots of different solutions, and that means that together we can find something that fits your business perfectly.

For us the only way forwards has been to work with the best such as Google and Microsoft. When it comes to innovation and technology, they're rather good...

We've worked closely with Google for a while, helping with the delivery of the Android platform. In fact, we launched the first ever mobile to use Android.

And we have been working with Microsoft for over 10 years, helping to deliver their Windows Phone technology, including the very latest Windows Phone 7 operating system.

The result is that you get a great choice and you can find your ideal solution.



The latest version of Android is full of little innovations. The result is a faster, more flexible and more customisable operating system, and with more new applications appearing on Android Market everyday it can only get better and better.

And (to give you a very quick history lesson) we're actually part of the Open Handset Alliance, the group of companies that created Android, so we get access to the raw code behind Android.

What does that mean? Well, we can develop, customise, improve and tweak how Android works, as well as know what's in the pipeline. Which keeps you one step ahead and makes sure our handsets always run Android perfectly.



Windows Phone 7 has really taken people by surprise. It's a complete rethink of how smartphones should work and we love it. We've already gone on about innovation a lot, and this is exactly what we mean...

It's also the ideal platform if your business already runs Microsoft, because your system is already set up to work with it. And we also have Windows Phone 6.5 on some handsets if that fits your system requirements better.

We work really closely with Microsoft (with a massive R&D team on the case). So it's no surprise we've already got the largest market share of Windows Phone devices, and we want to stay out in front in developing Windows Phone handsets.



## So, why Android?

It's easy for us to go on about how good Android is, so here are some facts for you to have a think about...

- Widest range of handsets and prices so you can get the handsets that suit you and your business
- Android supports Microsoft's Exchange Active Sync
- Great for Google Apps – you benefit from a service-based model for Gmail, Google Calendar, Google Docs and more at a lower cost than in-house alternatives
- Android is open source – applications can be self-certified and side-loaded easily without the restrictions of alternative closed vendor operating systems
- Android runs multiple applications simultaneously but better than other operating systems so you can easily pivot between applications
- Google maps and turn-by-turn voice navigation are free on Android and the latest HTC handsets also have 'onboard maps' that are instant and with no data charges even when roaming

## And why HTC?

We've worked really hard to make sure Android runs even better with HTC. So here are a few added benefits for you to think about...

- HTC Sense is our 'skin' around the Android operating system. Basically you get even more features – especially for business. So you can create, read and edit Microsoft Office documents, plus our unified inbox means you can have as many Exchange and POP emails accounts as you fancy
- Better browsing – with the latest Adobe Flash® player, gesture browsing, bookmarks and text reflow browsing is, well, exactly how browsing the web should be
- HTC Desire Z has keys that you 'assign' to instantly jump to any application. So your shortcuts get you to the things you want faster
- Your IT department already back-up your business data, but we can back-up all your personal data too on HTCSense.com
- HTCSense.com lets you easily locate a missing phone by triggering the handset to ring loudly, even if it is set to silent, or flag its location on an online map
- If the phone's been lost or stolen, users can remotely lock the phone, forward calls and texts, send the phone a message to arrange its return, and even wipe sensitive data. And, you can automatically archive contacts, text messages, call history and other data
- The onboard Car Panel is perfect when you're driving – calls are even easier to take plus it's got enhanced navigation options to make SatNav a doddle



## Why Windows Phone?

With the release of Windows Phone 7, it's clear that Microsoft will continue to be an impressive force in the smartphone market, and it's a great option if you already run Microsoft systems. But here are a few extra reasons for you...

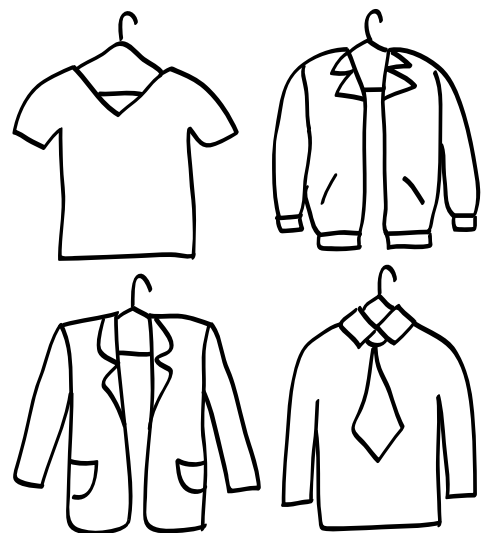
- The 'glance and go' user interface is revolutionary, with dynamic tiles that are designed so you can do more things in less steps. Dead easy and intuitive to use
- Windows Phone 7 is perfect for running Microsoft Office Outlook® and Microsoft Office Mobile®, so if you use Microsoft systems it's an easy switch
- Windows Phone 7 includes Office Hub which cleverly brings all your notes and your documents together in one place
- Windows Phone 7 devices easily integrate with Exchange server and SharePoint server – so if you already use them it's simple to join up your new handsets with your existing system
- SharePoint Workspace Mobile allows you to download and synchronise documents directly from SharePoint Server 2010
- Windows Phone 7 connects to your on-premise Exchange Server and SharePoint Server as well as to cloud-based Microsoft Office 365®. That's a long way of saying “whatever Microsoft system you use, it's going to be easy to sync everything”...
- Windows Phone 7 supports corporate security and management requirements including Exchange Active Sync policies
- Windows Phone 7 has been designed for developers with easy access to on-line training, development and design tools so developers can easily create high quality, graphically rich applications that are easy to use. What's more Microsoft's three screen strategy means that your application can be ported to run across other platforms including web and PC making it cheaper and easier in the long run so maximising your investment

## And why HTC?

Here are a few extra reasons why we think HTC and Windows Phone 7 are a natural combination...

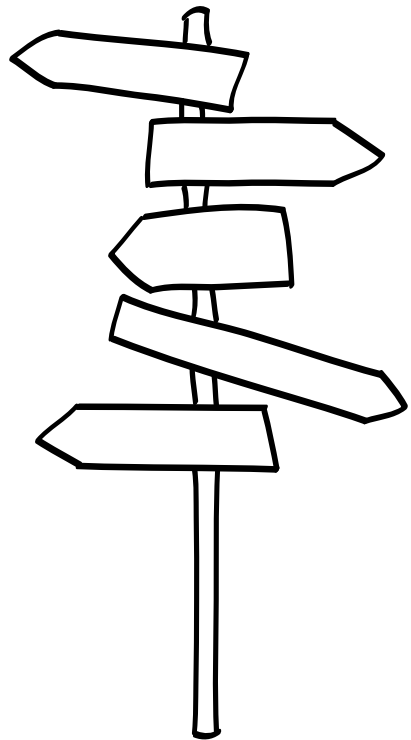
- Our HTC HD7, HTC 7 Trophy and HTC 7 Mozart handsets make sure you get the most from everything Windows Phone 7 has to offer by combining our latest technology and hardware so it runs as smoothly and quickly as possible
- With its sleek aluminium uni-body the HTC 7 Mozart is built to last as well as look handsome
- As well as all the applications on Windows Marketplace, the HTC Hub gives you access to exclusive features and applications that are free to download for HTC users
- From high resolution widescreens to SRS Surround Sound to Dolby Mobile and more, our handsets have all the features to make Windows Phone 7 look and sound absolutely pristine





Five star personalisation





## You need things done your way. So do things your way.

People are at the heart of our smartphones (and our company). Not technology. Because we think technology that you can't use isn't particularly amazing...

So, with all of our phones, the emphasis is on letting you personalise things. Do things your way. Like creating customised profiles & homescreens on our Android phones, or having your devices pre-configured with custom applications, security and email. Not only that, but we can also customise the handsets with additional hardware, like impact resistant cases, extended batteries and car upgrade kits.

Why? Because we think that if we're all different our phones should be too.

## Customise the user interface.

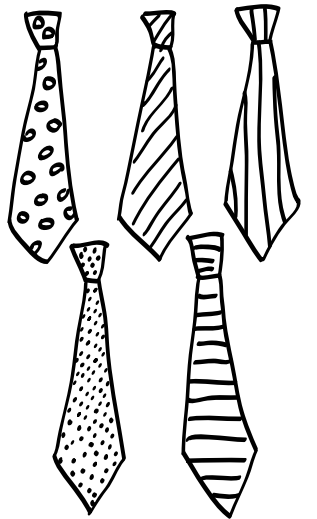
HTC Sense allows you to customise Android, creating your own homescreens and profiles.

So you can organise your business functions like email, contacts, appointments and applications on your work homescreen, and have a different one for music or social networking or travelling or, well, whatever you fancy.

And we go one step further with Open Sense, allowing developers to create their own applications that look and feel like HTC Sense, giving you even more ways to personalise your smartphone.

With Windows Phone 7, customisation is built-in to make sure everything you need is exactly where you need it.

You can make sure all your important day-to-day information, applications and features are easy to get hold of and not buried in the depths of your handset...



## Customise your software.

To make life easier we can make sure your devices come custom bundled with the things you need by pre-configuring them ready for deployment into your business. We call this an extended package that covers your business applications, email, network and security settings.

That way everything works straight out of the box, avoiding complicated set-up processes. It's an easier, less risky and more user-friendly rollout. Offered on selected devices it means custom homepages, VPN and device management software are all ready to go.

## Customise your hardware.

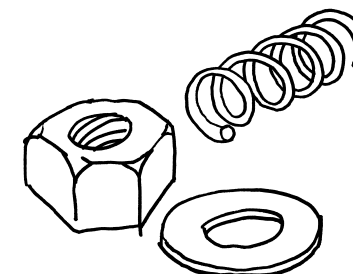
We've always believed in customising devices for you. If you look at our history you'll see we've been doing it for years.

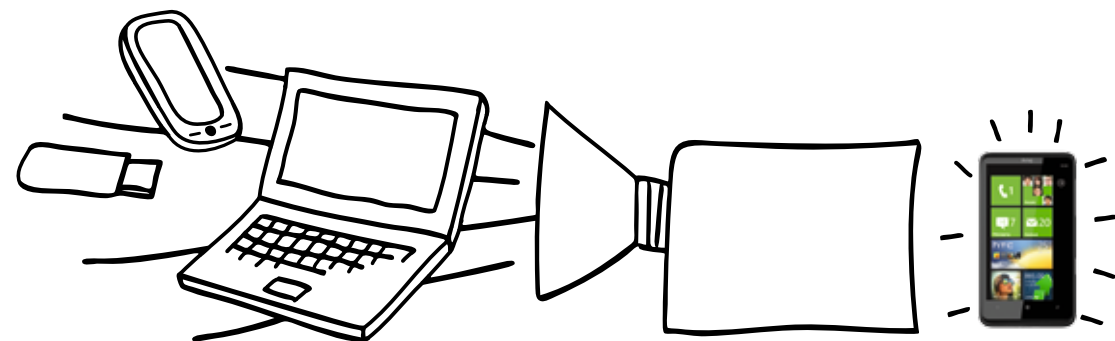
We've worked with leading car manufacturers so we can offer hands-free accessories and car upgrade kits to make getting mobile with your mobile easier and safer.

Some of our handsets come with the HTC Car Panel to give you the best way to use your map and SatNav features as well as take and make calls.

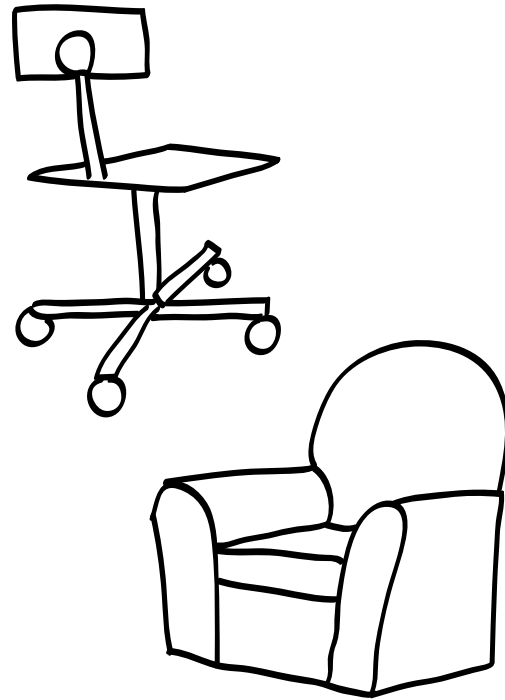
We can recommend a selection of impact resistant and ruggedised cases for harsher working conditions, stylus, extended battery and battery bank options.

So your hardware can be anything you want it to be and can take everything you throw at it.





Five star convergence ★ ★ ★ ★ ★



## Mix business with pleasure. And stop carrying two phones.

The fact is that being a great tool for business isn't enough.

To really work as a business phone our handsets have to be great personal phones too – otherwise people wind up carrying two phones everywhere. So we've become experts at combining every single feature that you need in work and out of it.

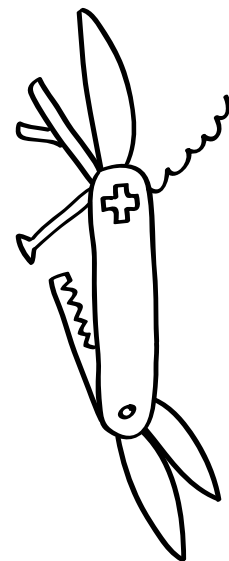
We live in a changing world where businesses don't want you carrying multiple devices and demand features well beyond mobile email. Businesses are replacing desk phones with mobile phones and mobile applications will extend from one critical set today to multiple critical applications – so, doing more with less.

That's where we come in.

In short, we future-proof our phones so you're not tied to a desk or to multiple devices.

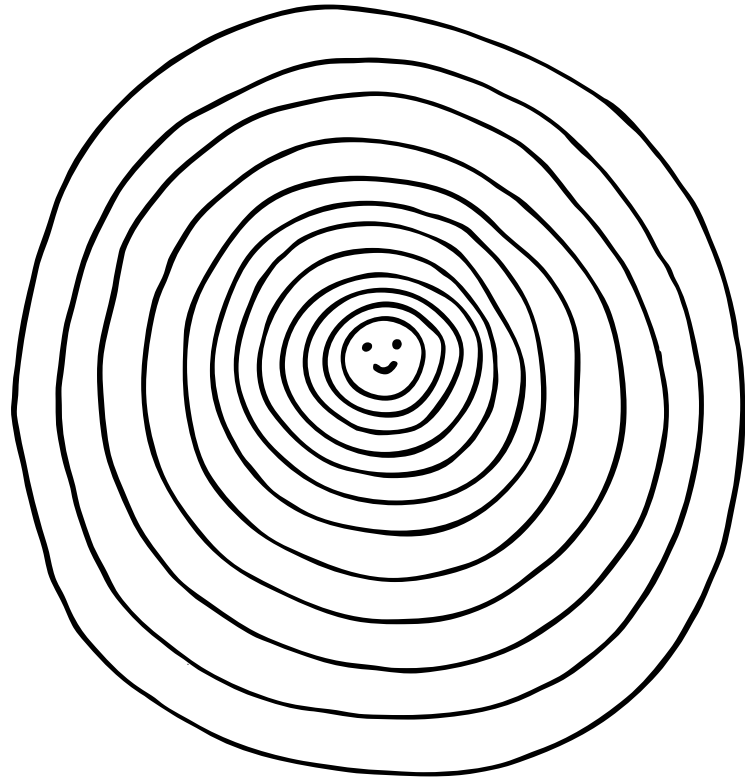
We call it convergence and it comes as standard.





Five star service & support





We won't leave you to work it out for yourself.

We're pretty confident that we offer great phones, great platforms and great user experiences.

But once you choose HTC, the story doesn't end there. It's our job to help you do your job.

We know you've got targets and we'd like to make sure you achieve them. After all, it's in our interest too – if switching to HTC works for you, maybe you'll stay with us.

So whatever you need and whatever sort of support and advice you need, we'll be there. We'll listen.

For example, our normal warranty is 2 years, but if you need it longer, we'll make it longer.

And we'll automatically send new software to your handsets "free-over-the-air". That way you're always bang up to date.

## Support. It's not just reassuring, it's essential.

We want to make sure things run smoothly. You've made a commitment to us, so we'll make one back. A few actually.

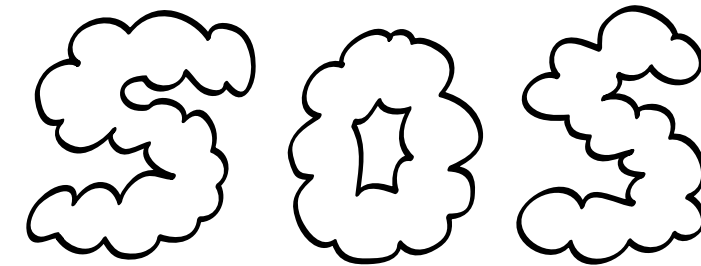
It doesn't matter if you're a small business or an international company either. Because we make sure everybody has the type of support their business needs.

Which means you are going to get the most from your investment.

What does that mean? Well it means:

**You can try before you buy with our service provider partners**

**Our training team will help you get the most out of your  
HTC investment and a dedicated technical support team  
are always ready to help**



## Want more? HTC Business Support.

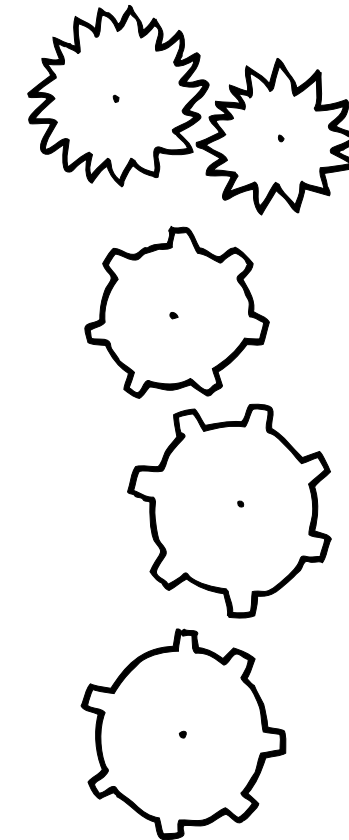
We know there will be questions, so our business support line is there for you to call or email and ask whatever you need to.

So, from Exchange server integration and management, email configuration, synchronisation and pairing issues to business application compatibility, we can help you with all sorts of problems. So just get in touch.

Our support line is only for IT or project managers who are responsible for HTC business devices within your organisation. For device repairs or warranty claims please contact your service provider.

Our support line is available five days a week from 08.00 to 18.00, and is only available in the UK and Eire. Our technical team can only offer support in English.

**T:** 020 7411 9809   **E:** [business\\_support@htc.com](mailto:business_support@htc.com)   **W:** [htc.com/uk/business](http://htc.com/uk/business)





© 2010 HTC Corporation. All Rights Reserved. The HTC logo, the HTC quietly brilliant logo, Footprints, HTC HD2, HTC HD7, HTC HD mini, HTC 7 Mozart, HTC Touch Pro2, HTC 7 Trophy, HTC Desire, HTC Desire HD, HTC Desire Z, HTC Sense, HTC Wildfire, HTC 7 Pro, HTC Desire S, HTC Wildfire S, HTC Incredible S, HTC Flyer, HTC Scribe Technology, Timemark, Locations, HTC Sync, and HTC are trademarks and/or service marks of HTC Corporation.

Google, Android, Google Maps, Gmail, Google Mail and Android Market are trademarks of Google Inc.

Microsoft, Windows, the Windows logo, ActiveSync, Bing, Excel, Expression Blend, OneNote, Outlook, PowerPoint, SharePoint, Silverlight, SkyDrive, Visual Studio, Word, XNA, Office 365 and Zune are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.